

Bringing CX Up with Technology & Human Empathy Leveraging Impact Workforce

Digital transformation is the force driving companies to revamp their business models and adapt to the new reality. *What's more interesting is that the companies are not the ones driving these changes; customers are.*

Today, customers expect more than ever from brands they engage with, whether in terms of a streamlined back-office, relevant content, speedy customer service, or quick resolution to their queries. It's their journey that dictates a business's strategy.

And this is what defines the standards for customer experience. In order to keep up with this new reality, you must embrace three critical elements - human empathy, technology, and impact sourcing. Here's why?

Human Empathy is the First Half of the CX Differentiator

Amid these trying times, fear-stricken customers are engaging with your brand. They are looking for a safe harbor, a place where they feel they are heard and valued. This is where human empathy comes into play. Whether your customers are engaging over the digital or voice channels, a human touch focused on solving and understanding the customer's problem can provide a better customer experience than a bot's scripted resolution.

While customers want complete control over managing their accounts and quick access to information, they are still looking for a conversation. Now the conversation can be offered by a bot (zero human feelings of empathy), human (which means more resources to be employed), or a human-touch-focused bot (the ideal combination of empathetic response and solving the problem). The better choice? A human-touch-focused bot that can empathize with the challenges your customers are facing.

Technology is The Second

In recent years, technology has become the binding force bringing products and services closer to customers. Be it in the form of attractive websites, intuitive applications, or AI/ML-driven chatbot services, every facet of "the digital" has contributed towards remitting an excellent customer experience.

Companies need to invest in robust digital solutions to ensure their workforce is capable of delivering the next-level customer experience. Leveraging tools and technologies that can eliminate transactional or labor-intensive activities can be a crucial turning point in improving agents' productivity and focusing more on decision-making activities. Speaking of increasing productivity and workforce...

Impact Workforce is the New Enabler of Better Customer Experiences

Impact sourcing was gradually picking up pace. However, the digital transformation combined with the ramifications of the global pandemic accelerated its adoption. The WFH models certainly allowed smoother transitioning as organizations didn't need to establish brick-and-mortar centers to render customer services.

Impact workers, i.e., people from Tier 2 or Tier 3 cities actively looking for employment opportunities, are a massive talent pool waiting to be tapped. The capabilities and zeal of such workers are outstanding, enabling companies to take their customer experience up a notch. Moreover, an impact workforce is more inclined to showcase human empathy as they have access to resources and tools to connect with customers on a deeper level.

The impact sourcing sector shows tremendous potential for growth since under-served communities now have access to employment opportunities. However, without technology and collaboration tools, organizations may face unique challenges. Organizations must realize the importance of an impact workforce in today's post-pandemic normal and keep customer experience at the epicenter of it all.

FiveS Digital - A Believer in the Power of Impact Sourcing, Leveraging Digital Transformation to Enhance CX

FiveS Digital is an impact sourcing and women-owned enterprise certified by WEConnect. We help our clients in managing their business processes better. As a business, they are largely aligned in three verticals: **customer experience, automation and data annotation & content moderation**. The impact workforce has not only allowed FiveS Digital to have quality workforce but also bring agility to clients' businesses by ramping up or down quickly along with automating tedious processes.

So when are you planning to make this business-altering transition?